

**Potomac Yard Design Urban Design Advisory
Committee Meeting**

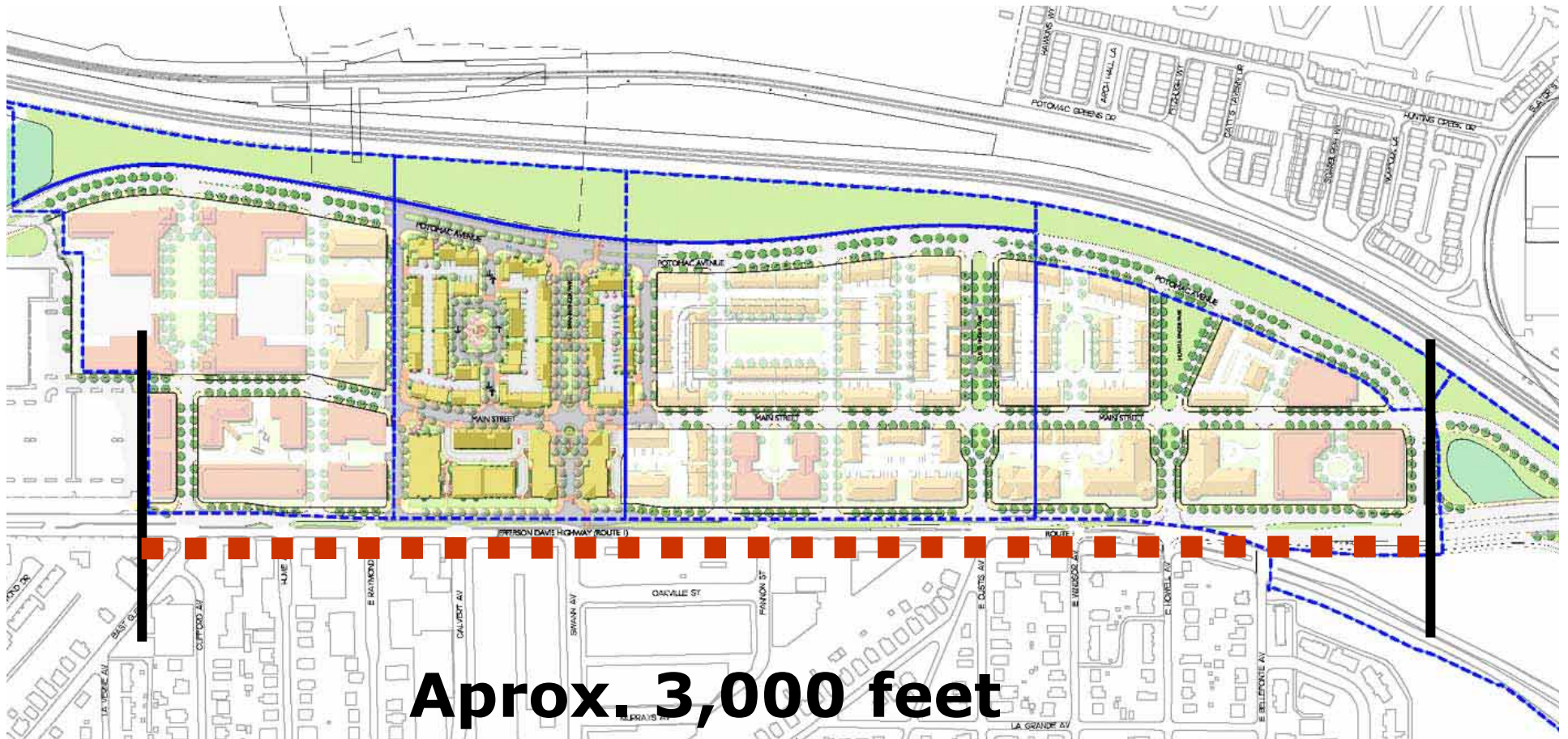
April 10, 2006

Potomac Yard

Potomac Yard Design Guidelines

- **Identifiable Neighborhoods**
- **Pedestrian-Friendly**
- **Mix of Uses and Density**
- **Route 1 Frontage Improvements**
- **Open Space as a Defining Element**
- **Grid Pattern**
- **Hierarchy of Streets**

Potomac Yard Design Guidelines



Aprox. 3,000 feet

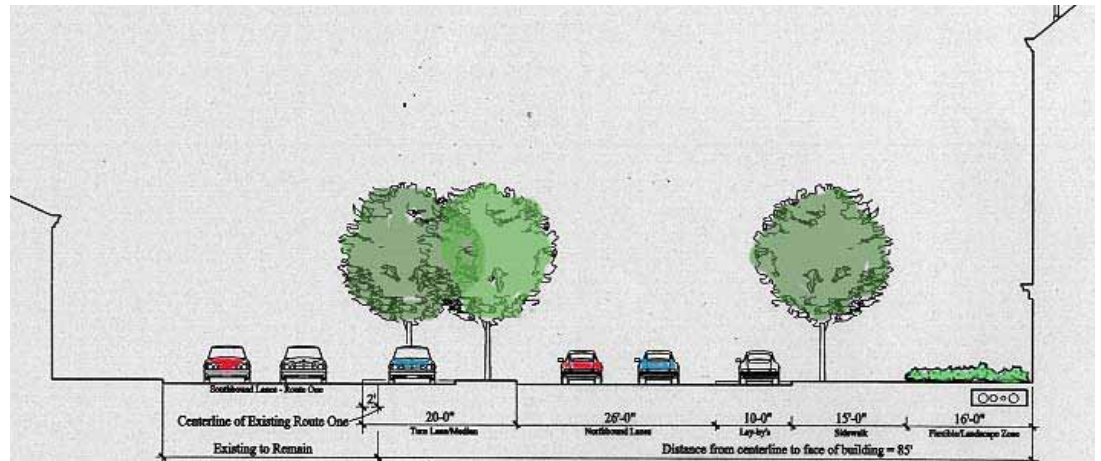
Aprox. 10 Old Town Blocks

Potomac Yard

Design Guidelines

Urban Boulevard

Center median and larger right-of-way



WHAT MAKES A GREAT STREET?

SCALE

- Street Width
- Street Wall
- Sidewalk Width
- Building Heights
- Urban Boulevard

CHARACTER

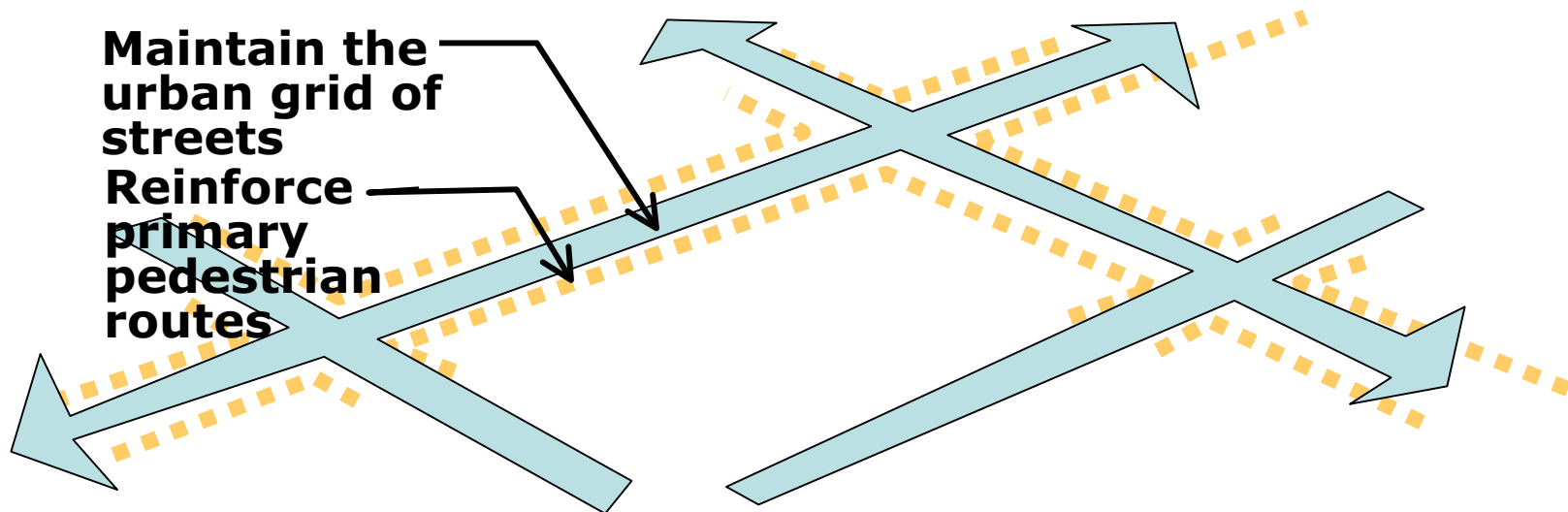
- Architecture
- Materials Used
- Pedestrian Level Façade
- Streetscape



Potomac Yard

Grid Pattern - Streets

- **Maintain/Reinforce the street grid/Old Town block size**
- **Establish principal pedestrian streets, circulation patterns**

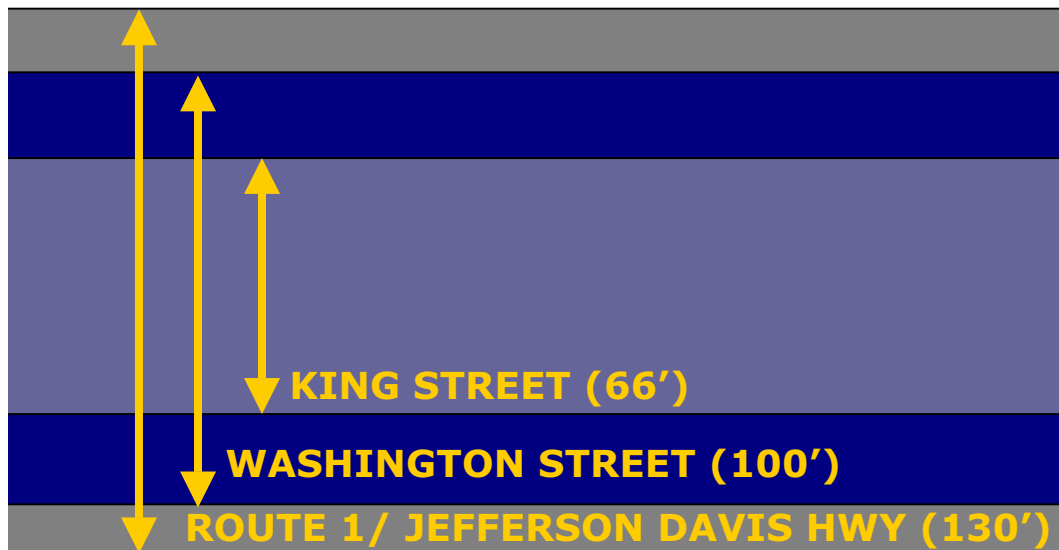


Potomac Yard

Street Width

Street Width

Building face to face



Potomac Yard

Building Form

**Street width proportioned
to building height**



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Building Form-Streetwall

Streetwall defines the “public realm;”

Streetwall is generally continuous;

Streetwall is typically located on the front property line; and

Streetwall focuses active uses at the ground levels



Potomac Yard

Building Form-Streetwall



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Sidewalks- Streetscape

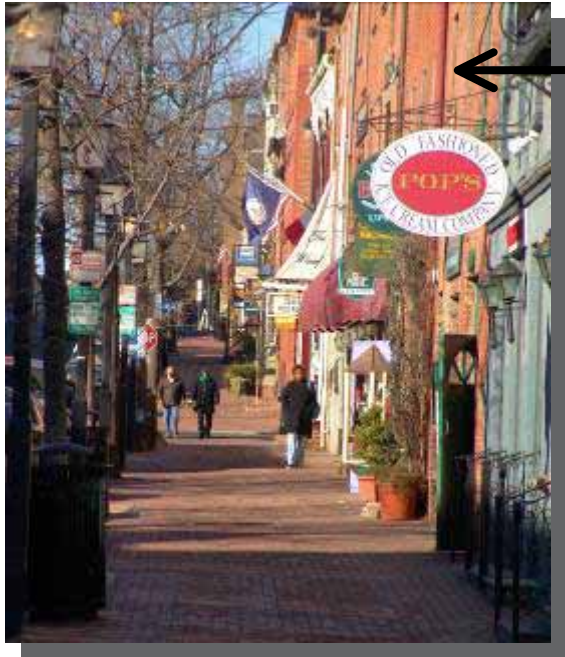
- Scale the buildings to the sidewalk and street
- Scale the sidewalks for the pedestrian



Potomac Yard

Sidewalks - Streetscape

- **Concentrate active uses on the ground floor**



**Encourage active
uses –adjacent to
sidewalk**

**Discourage ground
floor office & service**

**Site residential
entries and living
areas on street**

**Discourage “mews”
entries**

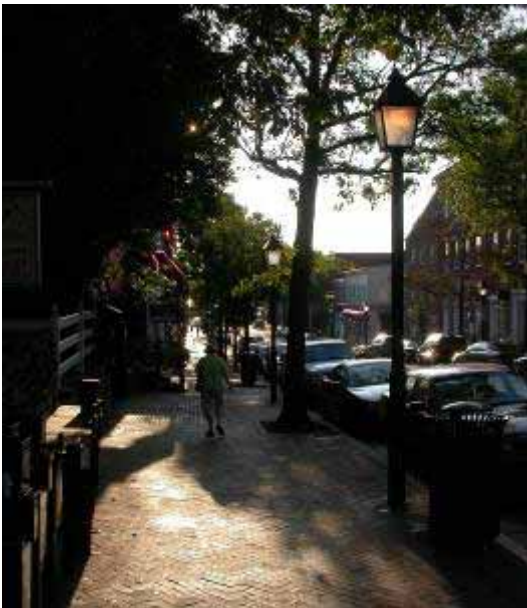
**Discourage auto
access & service
from primary streets**



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Sidewalks- Streetscape

- Provide a landscaped pedestrian environment;
- Provide pedestrian amenities and scale factors (benches, awnings, planters, drinking fountains, etc.)



Potomac Yard

Urban Walkable Community Principles

- Auto dominated environment detracts from the pedestrian experience



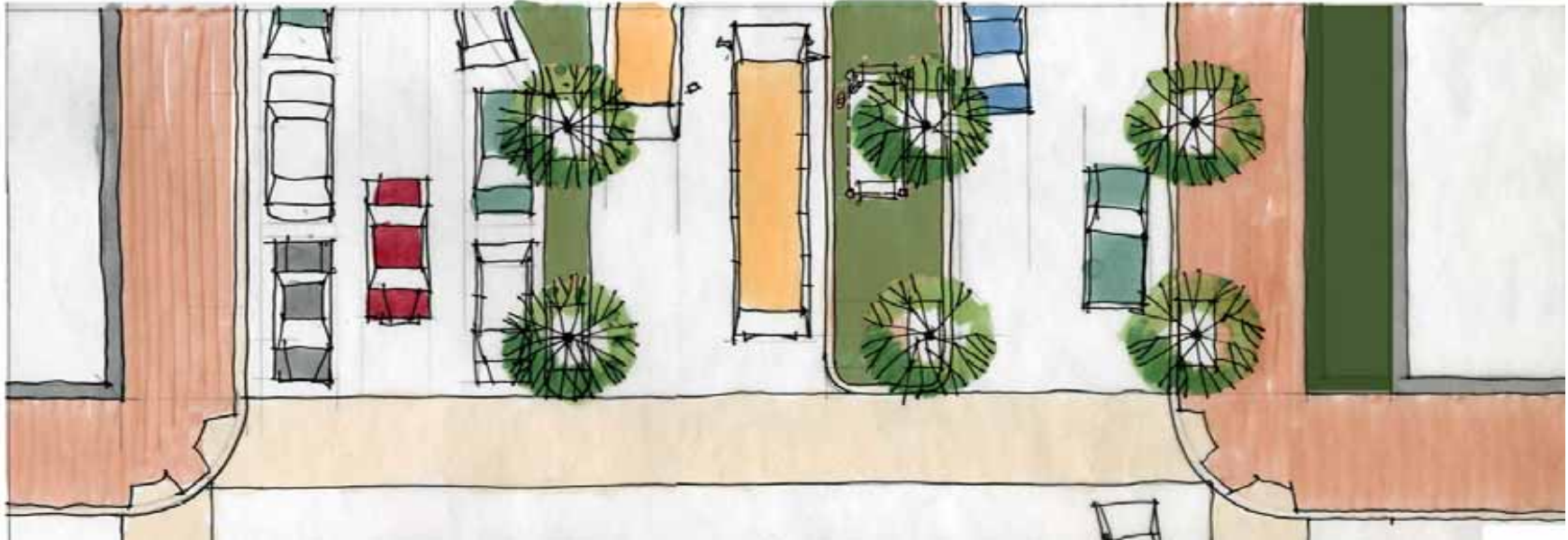
Potomac Yard

Dedicated Transit Lanes – Route 1

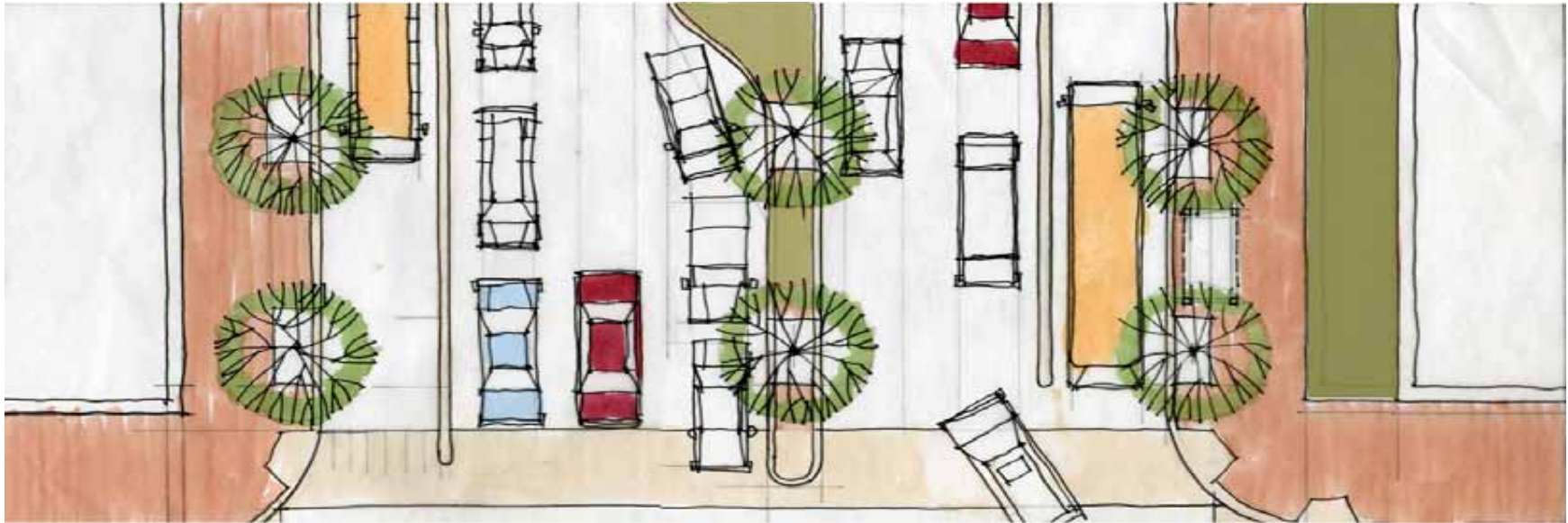


Potomac Yard

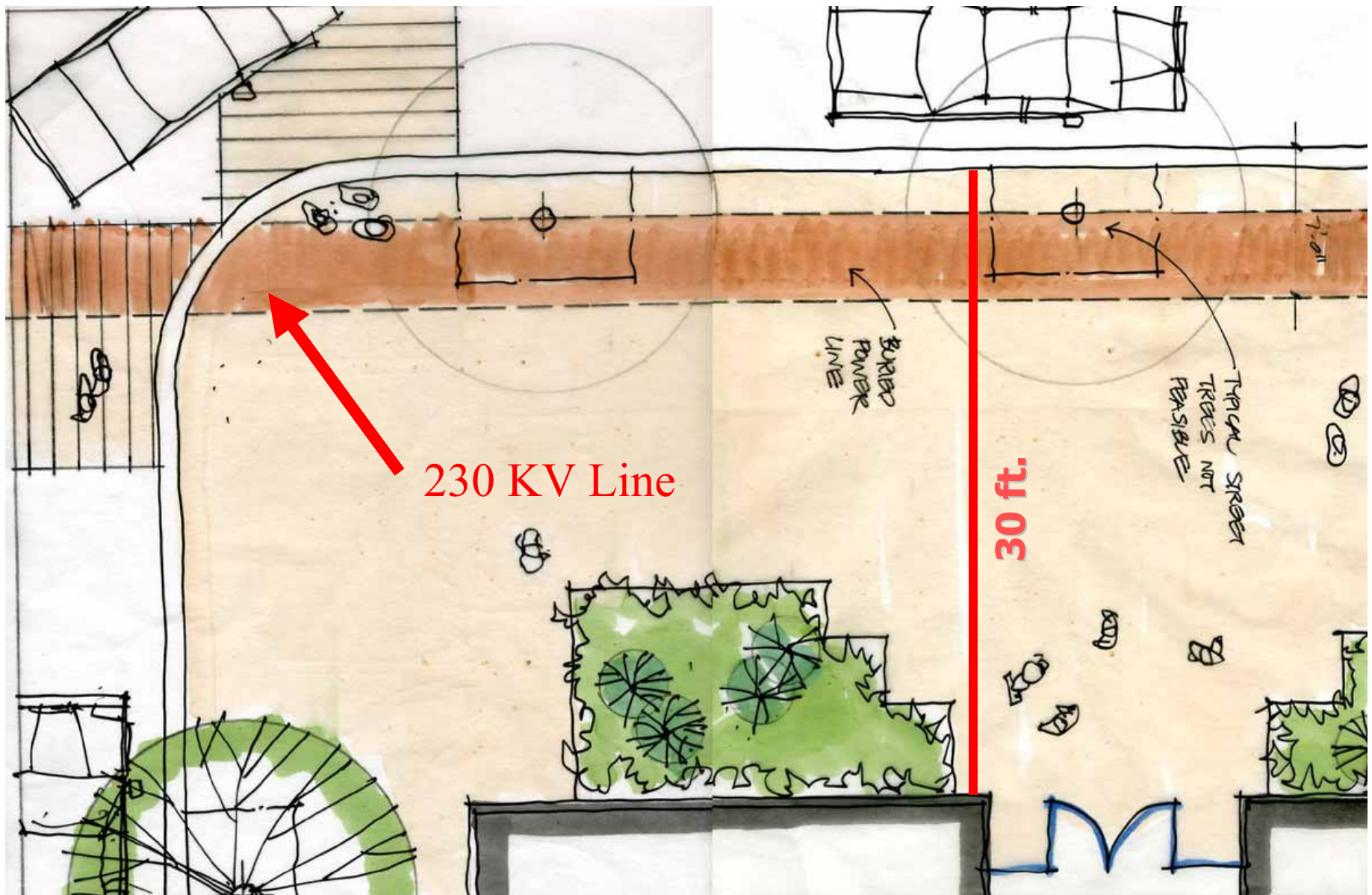
Dedicated Transit Lanes – Route 1



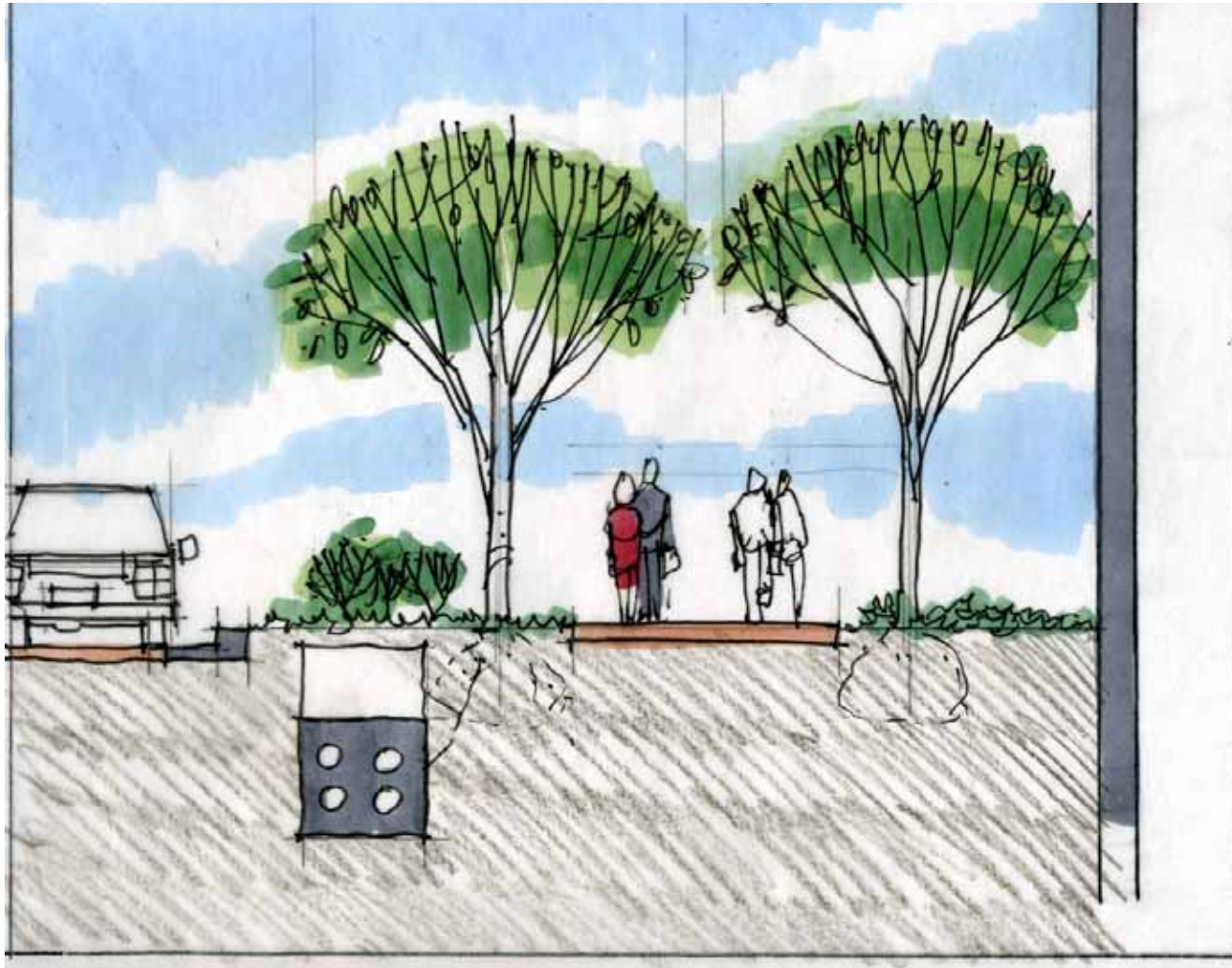
Dedicated Transit Lanes – Route 1



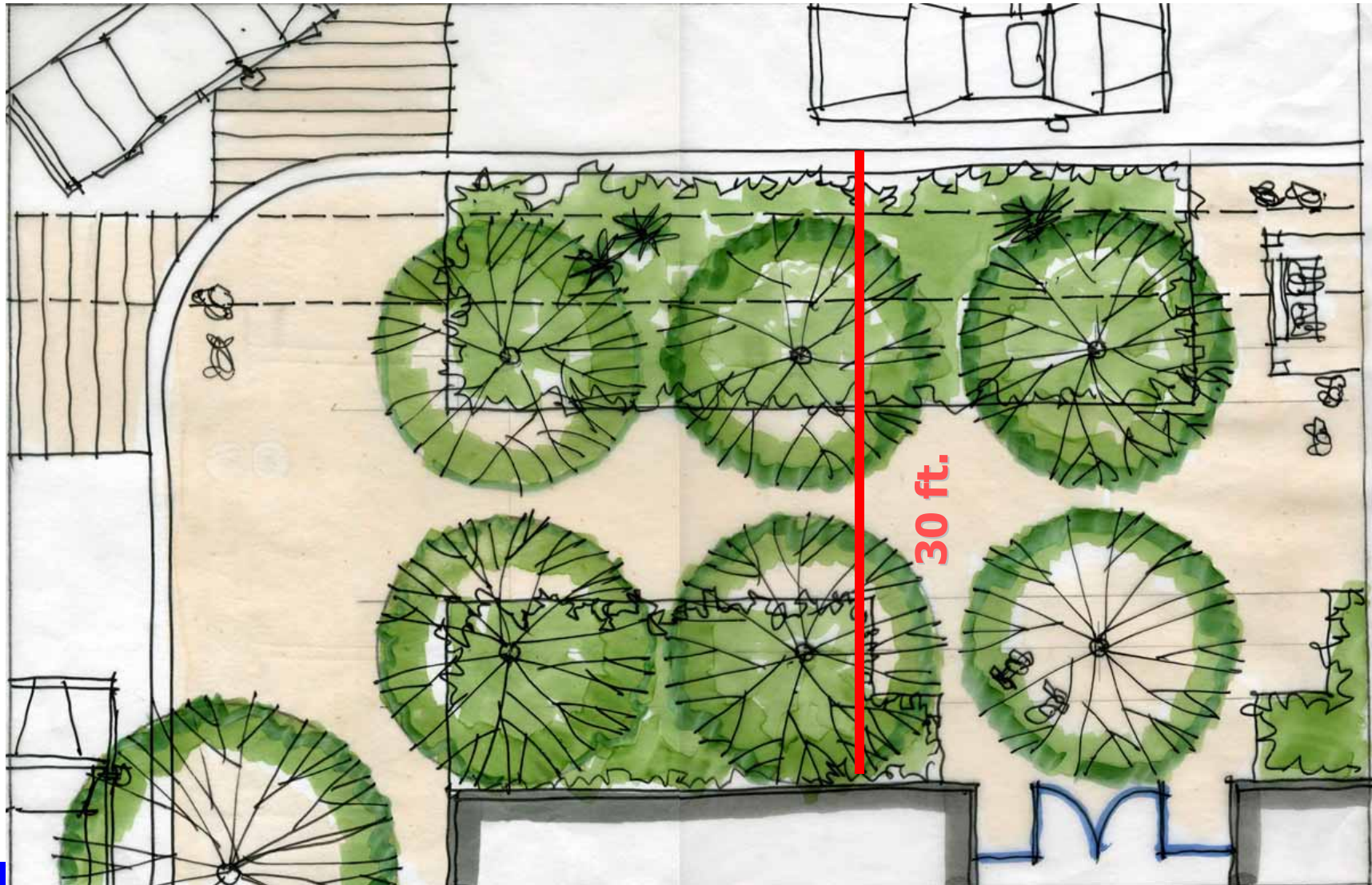
Dedicated Transit Lanes – Route 1



Dedicated Transit Lanes – Route 1



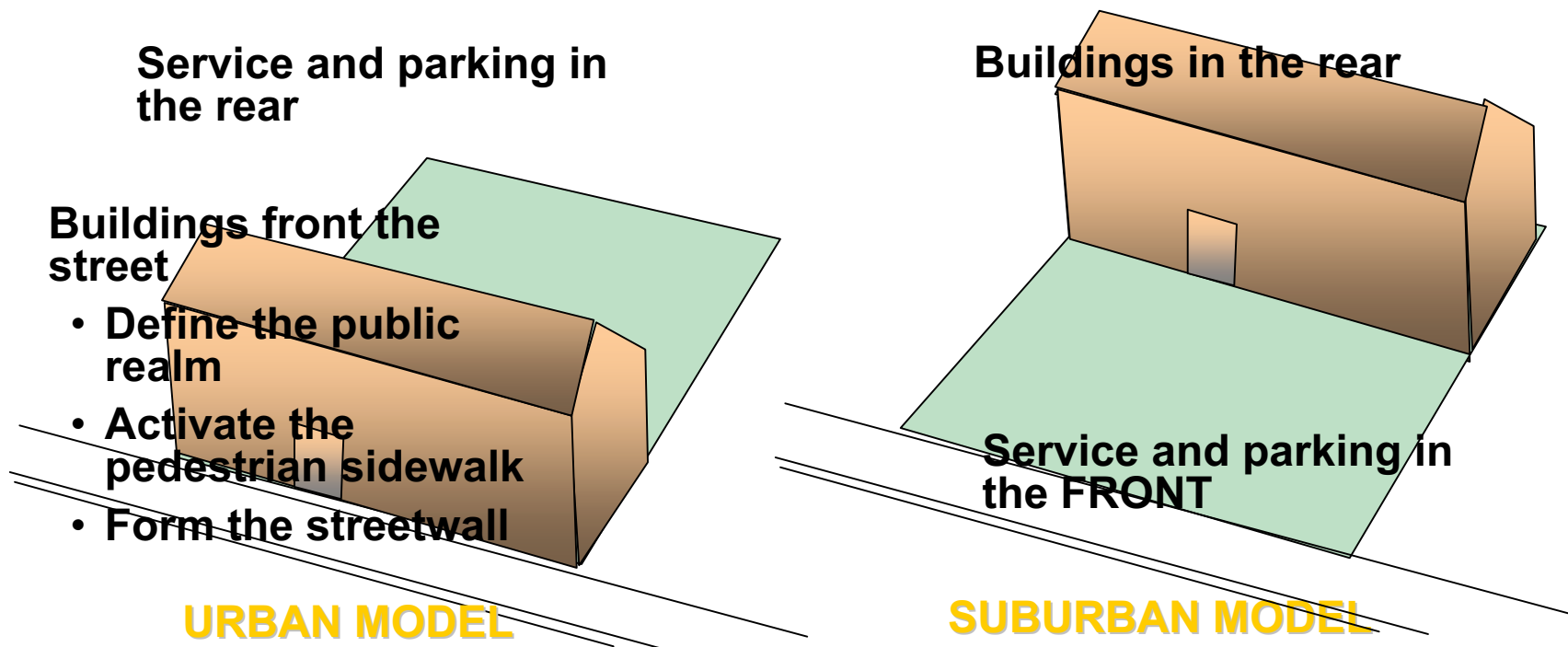
Dedicated Transit Lanes – Route 1



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Location of Buildings – Frontage

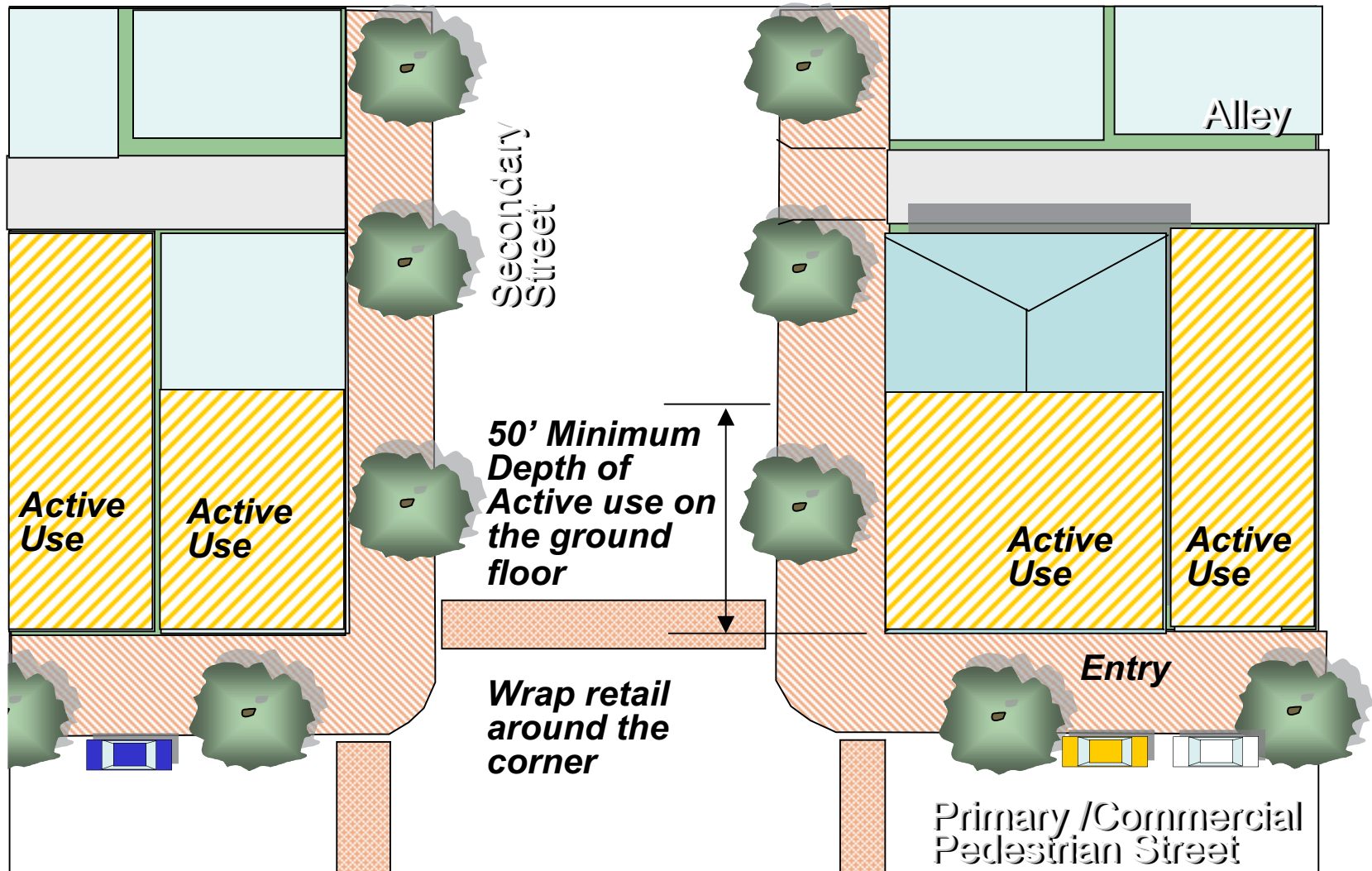
- **Maintain Alexandria's urban/walkable (pedestrian first) community**
- **Ensure an urban rather than suburban form**



Potomac Yard

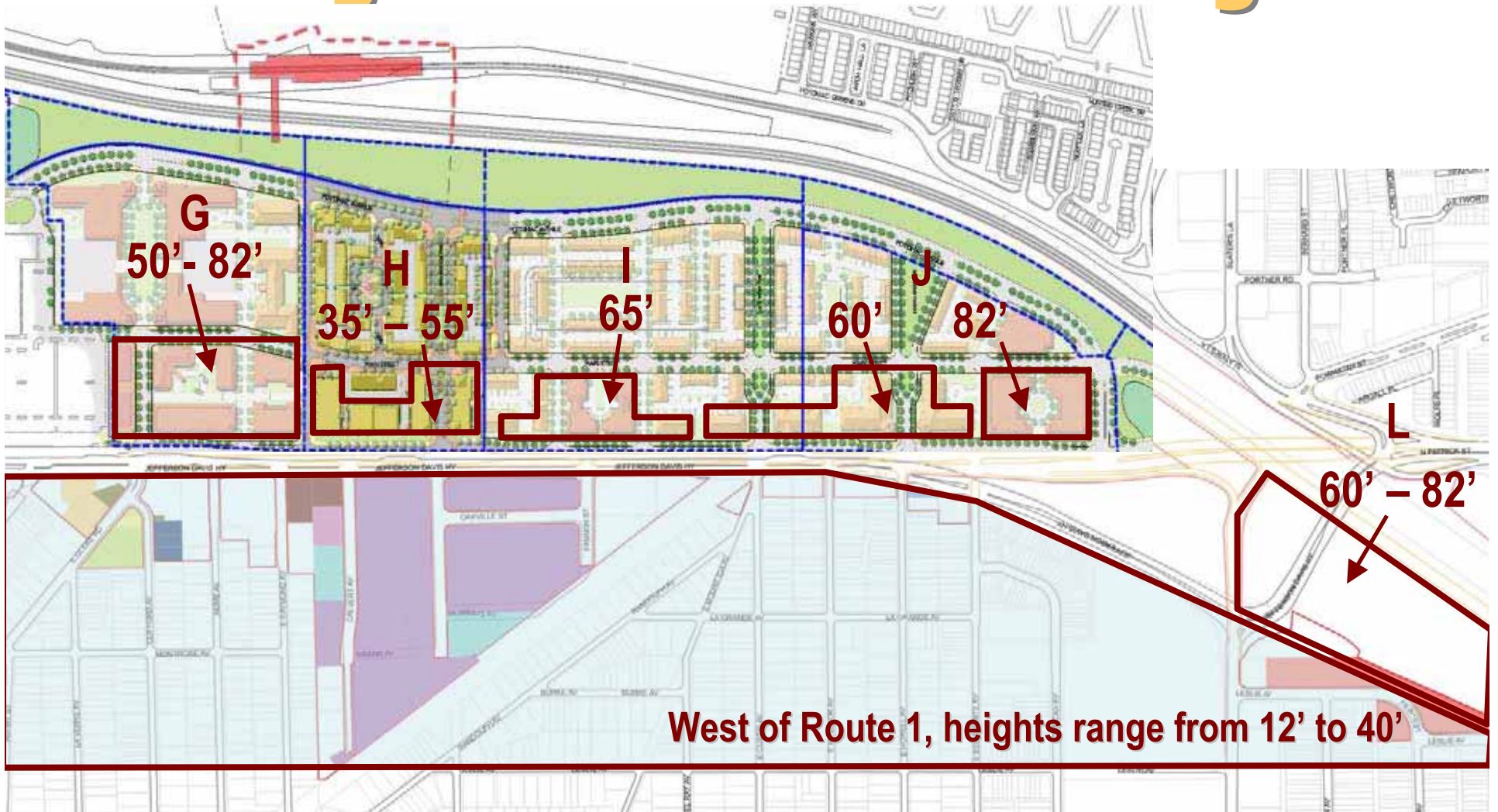
Site Planning Principles

Active Uses at Ground Level



Potomac Yard

Height – Scale of Buildings



Potomac Yard

Height – Scale of Buildings



Potomac Yard

Appropriate Building Transitions



**Inappropriate
Transition**



**Appropriate
Transition**

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Height – Scale of Buildings



Potomac Yard

Height – Scale of Buildings

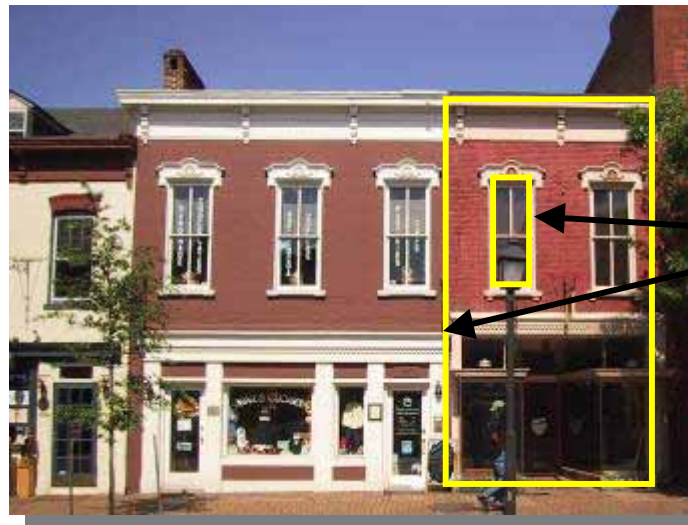


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Windows – Vertical Proportions



- The classic window proportion of windows in Alexandria are a vertical proportion.
- Windows and the resultant muntin and mullion proportion should generally be vertical.



*Traditional
Vertical
Proportions*

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Windows – Vertical Proportions



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Windows – Vertical Proportions



- **Horizontal banding of windows or a regular horizontal expression of floor slabs should be avoided.**

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Base – Middle – Top



The base grounds the building to the earth and the top terminates the building at the sky

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Pedestrian Scale Entrance



- **Scale the building entries to the pedestrian**

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Base – Middle – Top

Base Middle Top



Buildings and the Streetwall should include a "Base, Middle & Top"



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Building Base



- The base typically incorporates building entries, porte-cocheres, show windows, awnings, landscaping and other elements to establish interest at the ground level
- Best most durable materials, highest level of detail should be reserved for the building base, where pedestrian contact is direct and durability is most important

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Building Middle



The “middle” portion of the building houses the primary use of the building -& generally the façade pattern is more repetitive

The “middle” of the building should include multiple architectural rhythms derived through stepbacks, changes in plane, changes in materials or colors, window types, window sizes, pairing or multiples of windows, oriel & bay windows, shutters and other detailing

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Building Tops

- The building tops should be designed to create an interesting terminus with the sky



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Corner Elements



Corner Sites are special places where entries should be located and where appropriate, the corner recognized with special architectural features to extend the pedestrian zone into the neighborhood.

Ground floor “active uses” should be extended from the primary street onto the secondary street a minimum of 30’ .

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Establish Multiple Rhythms



The “middle” of the building should include multiple architectural rhythms

Utilize:

- **stepbacks**
- **changes in plane**
- **changes in materials or colors**
- **window types**
- **window sizes, pairing or multiples of windows**
- **oriel & bay windows**
- **shutters and other detailing**



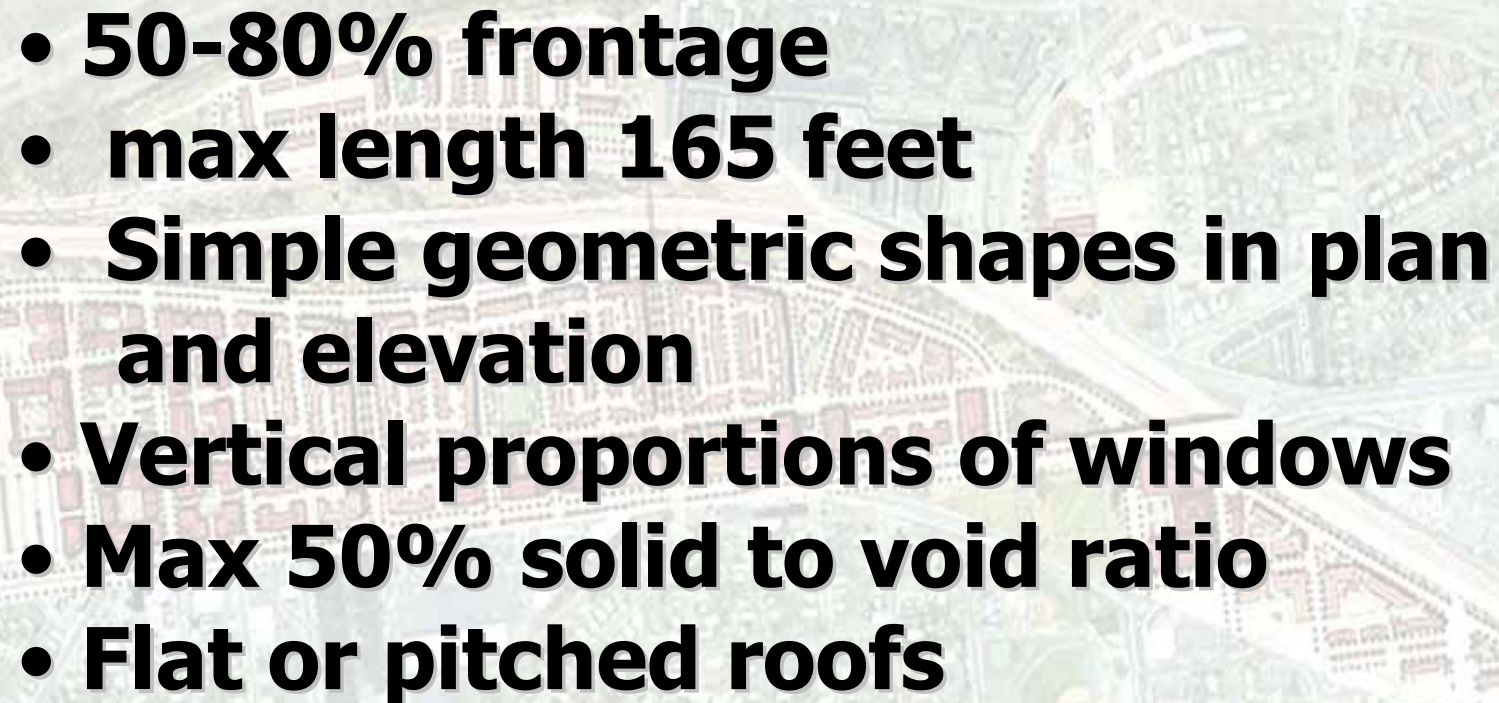
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Design Principles-Guidelines



Potomac Yard

Design Guidelines – Route 1

- 
- **50-80% frontage**
 - **max length 165 feet**
 - **Simple geometric shapes in plan and elevation**
 - **Vertical proportions of windows**
 - **Max 50% solid to void ratio**
 - **Flat or pitched roofs**

Design Guidelines – Route 1

- **High quality windows and doors**
- **Encourage use of bay windows, porches and chimneys**
- **Compatible color palette**
- **Tinted glass restricted**
- **Trim materials of stone, metal or similar materials.**



Landbay H

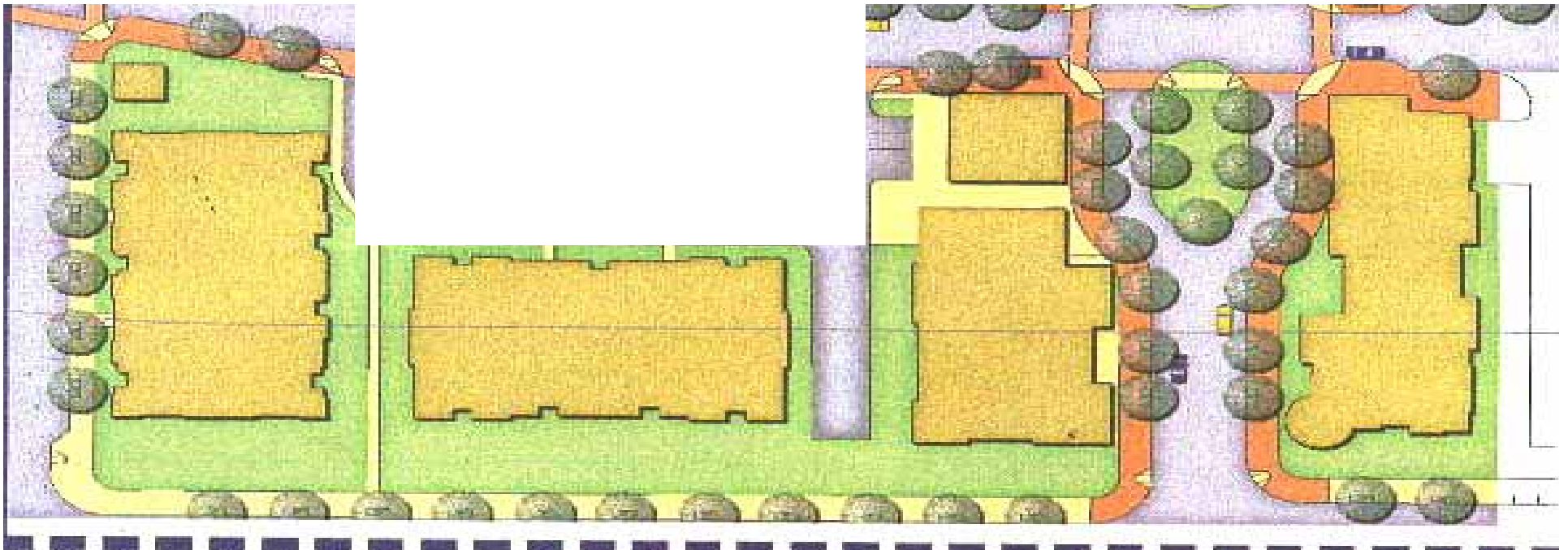
Aprox: 600 ft.

Aprox: 2 Old Town Blocks



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Route 1 – Landbay – H



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Route 1 – Landbay – H



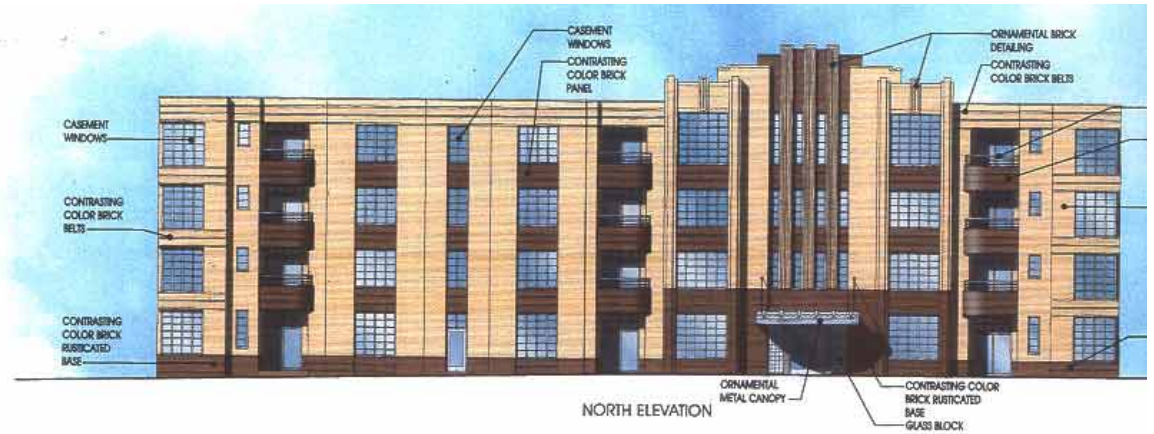
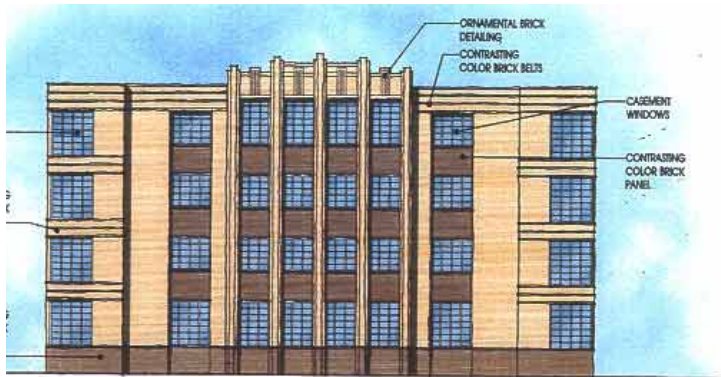
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Route 1 – Landbay – H



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Route 1 – Landbay – H



Potomac Yard

Route 1 – Landbay – H



Potomac Yard

Comparable Building Lengths



City Hall: 275 ft.



G.W. Middle
School: 265 ft.

Potomac Yard

Comparable Building Lengths



Cotton Factory: 100 ft.



Crilley Warehouse: 100 ft.

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Comparable Building Lengths



Commerce Bank: 90 ft.
(Washington & Prince St.)

Office Building: 150 ft.
(Washington & Duke St.)



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Comparable Building Heights



Potomac Yard

Comparable Building Heights



Cotton Factory

Marriott-Duke St.



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Comparable Building Lengths

145 ft.



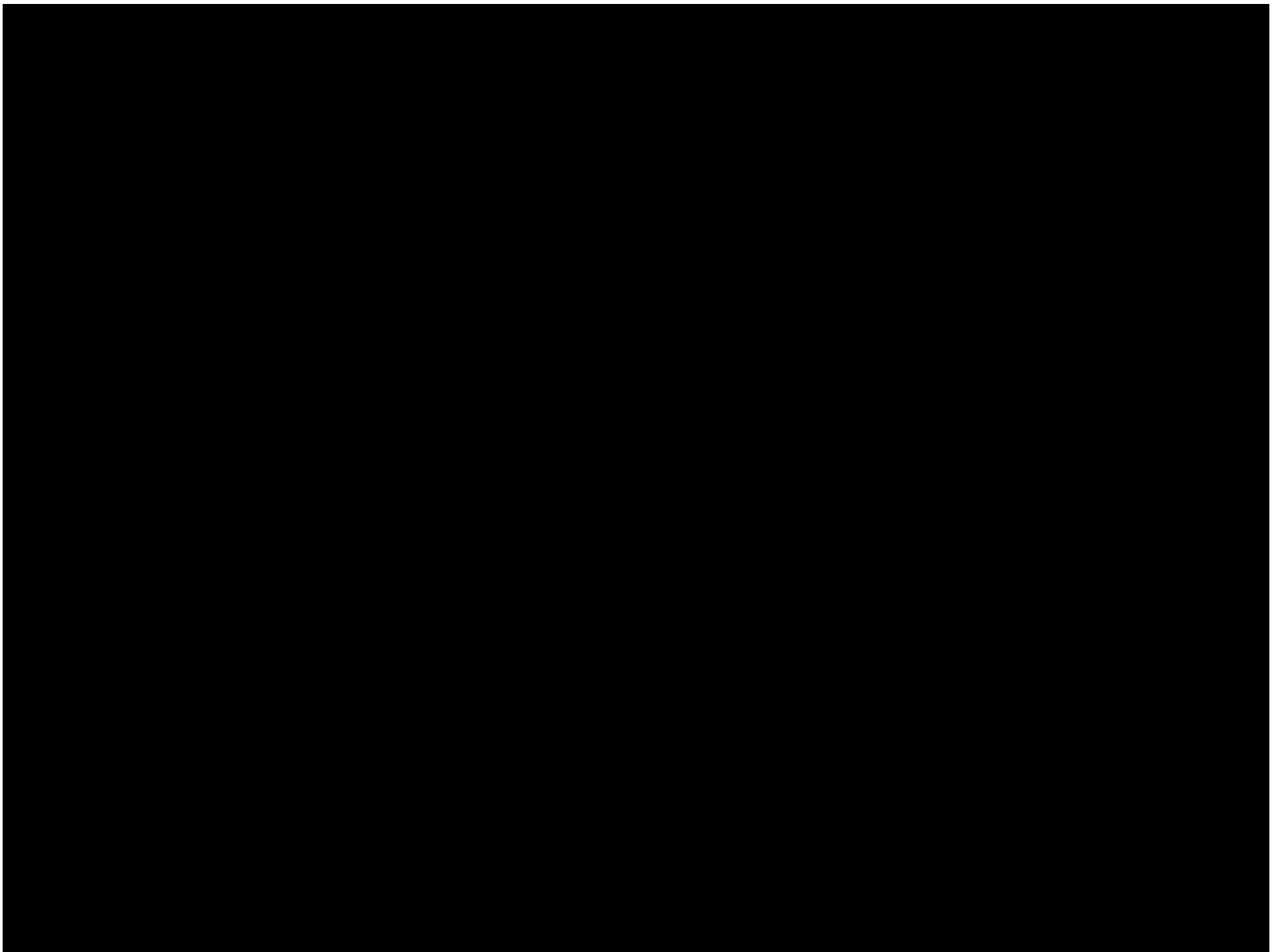
165 ft.



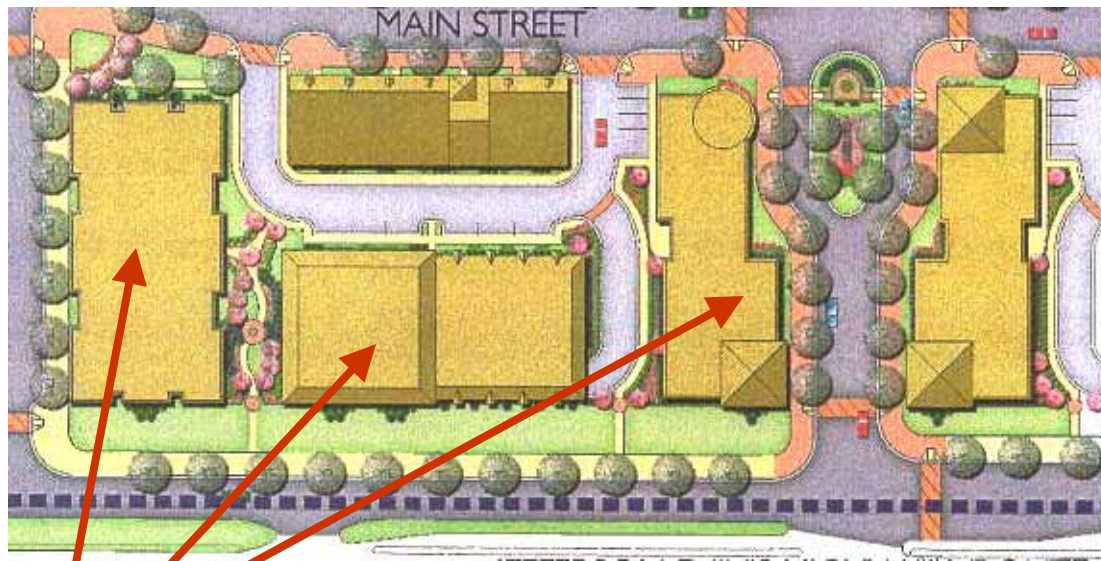
Potomac Yard

Next Steps

- **PYDAC- April/May-Landbay H**
- **PC Hearing-June- Landbay H**



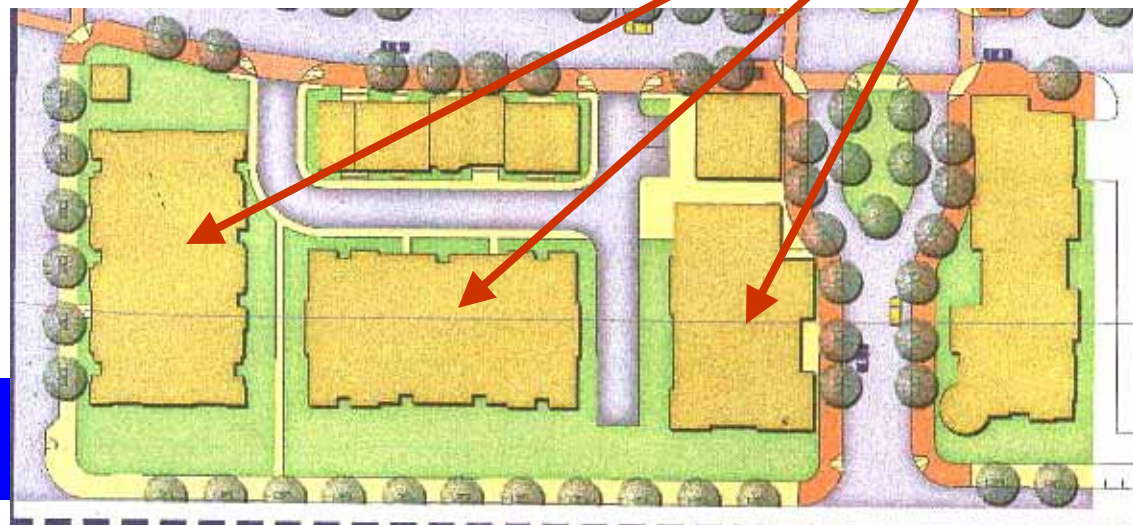
What has changed ?



**April 2005
Plan**

190 ft. long

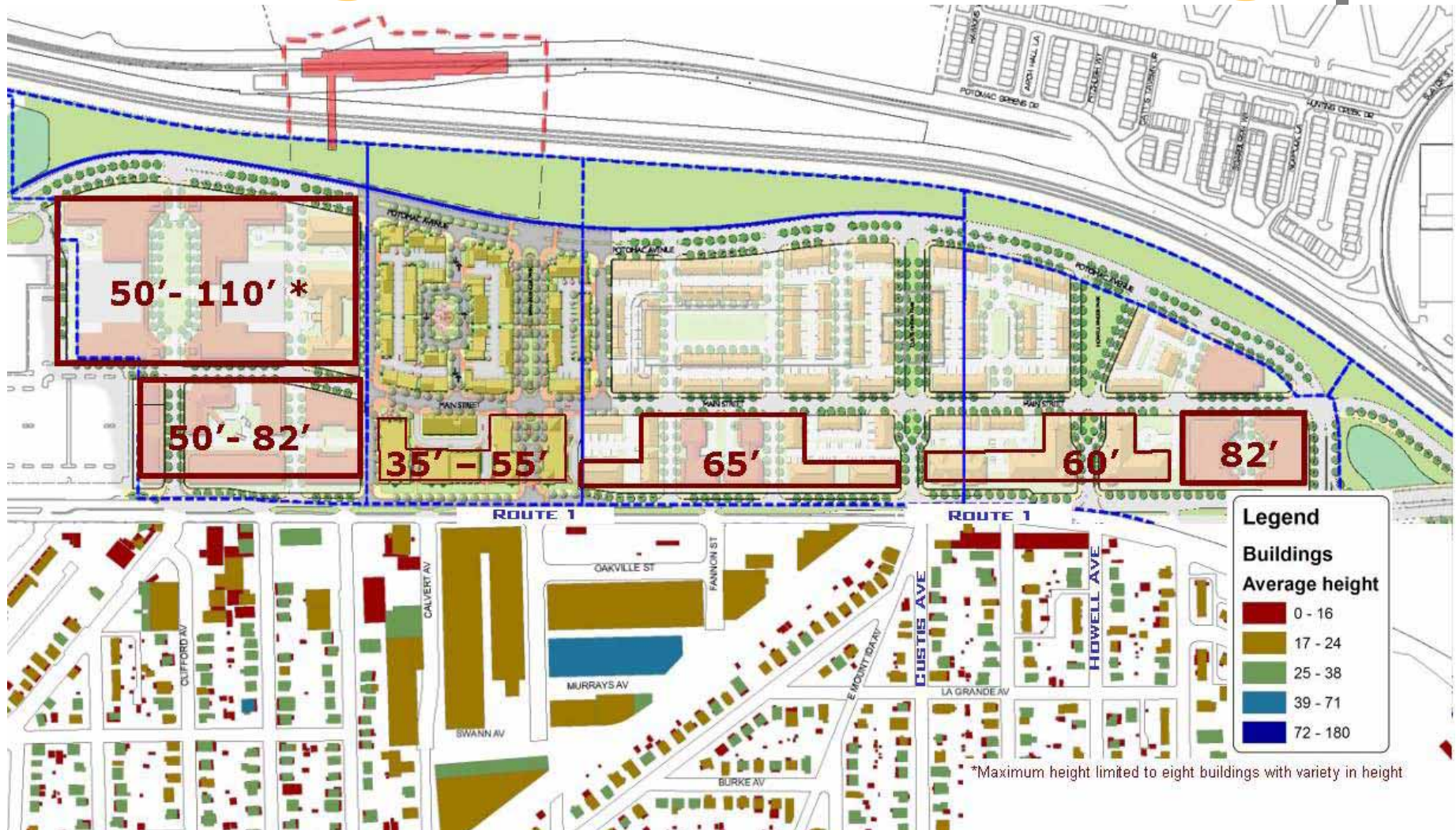
**January
2006 Plan**



165 ft. long

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Height – Scale of Buildings



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